

**Possible regulations for discussion:**  
**Selected signage examples from other communities**

**Examples from Manistee, MI**

Sign Types:

- Hanging or Suspended Signs. These are signs that are either hung or suspended from a ceiling or other structure.
- Wall signs. These are signs mounted flush against the building or painted directly on the building.
- Projecting Signs. These are signs that protrude from the building's surface. They include perpendicular signs that hang out over the sidewalk, marquee signs, and other variations.
- Ground signs. These are signs that are not attached to the building. Ground signs shall be open base mount (posts). Solid skirt panels are discouraged.
- Window Signs. These are signs either painted or hung on the windows visible to the public from the exterior. Should be appropriate, visually pleasing and reflect the time period of the building's architecture.
- Upper Story Window Signs. These are signs either painted or hung on windows visible to the public from the exterior. No more than twenty percent (20%) of glass maximum. Gilt print is recommended. No internally lit or neon signs are permitted.

General Criteria: (excerpts from Manistee)

- Signs must use appropriate materials and be compatible with the historic character of the building. For example, bright chromium effect, glossy or leatherette finished vinyl is not acceptable on a Victorian era façade. Natural materials such as wood are appropriate on a Victorian Building.
- The texture of sign must be compatible with that of a building façade. Sand blasted signs are not allowed.
- With the exception of "Lighted Open Signs" (see standards below), internally illuminated signs are not permitted. Flashing, intermittent, rotating signs or signs that create the illusion of movement are prohibited.
- Logos (Corporate Logos) shall be integrated with designs compatible with the Historic District.
- Plastic appearing materials are not allowed.
- Halo Lit signs are permitted in the Historic District if they are simply stated (no bright chromium effect or plastic appearing materials) with minimal illumination. The Commission reserves the right to reduce the illumination in the event that it is over-stated.

- The Historic District Commission reserves the right to address businesses that are not in compliance with the guidelines of the district or for failure to apply for a permit.
- Existing non-complying signage will be brought into compliance upon receipt of any application to the Historic District Commission.

Sign Type	Standards
Lighted "Open" Signs	Limited to one (1) sign per storefront Limited to 1`.5 square feet. Limited to "Open" Logos and other design elements such as geometric embellishments are not allowed. No more than two (2) colors are permitted. First floor only Flashing, movements are not permitted.

### **Examples from Portsmouth, NH**

- **Window Sign:** A window sign that is attached to the exterior or interior of the glazing is subject to HDC review.
- **Awning Sign:** A sign printed on an awning, most appropriately along the valance or skirt. The HDC recommends that awnings 1) retract rather than be fixed on a rigid frame, 2) are open on the sides rather than closed, 3) are fabricated of material that has a cloth-like appearance rather than a glossy or reflective material, 4) are free of signs or graphics, and if signs or graphics are included, they are located only on the valance.
- **Sign location:** A sign for a 1<sup>st</sup> floor business should be located below the 2<sup>nd</sup> floor window sills.
- **Sign illumination:** Sign lighting should be white and steady – colored, pulsing or vibrating lights are not appropriate.